

December 5, 1985

AGENDA

Morning

1. Philip Morris Market Research Department - Review of Brand and Advertising Awareness Data; Insights from In-Depth Copy Research; Present Research Techniques
2. Wells, Rich, Greene - Experiences with Cigarette Advertising Research and other related categories; Recommendations
3. Leo Burnett - Same as above
4. Backer & Spielvogel - Same as above

Lunch

Philip Morris Management Dining Room

Afternoon

5. Discussion of Recommendations and Program for Experimentation

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